



## Marvel Entertainment and Paramount Pictures' Iron Man 2 Opens With Strong Box Office Results in IMAX(R) Theatres

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### IMAX Release Sets New 2D IMAX Opening Record

LOS ANGELES, May 10, 2010 (GlobeNewswire via COMTEX) --IMAX Corporation (Nasdaq:IMAX) (TSX:IMX), Marvel Entertainment and Paramount Pictures today announced that the smash-hit action-adventure Iron Man 2, directed by Jon Favreau and starring Robert Downey Jr., opened with strong box office results in IMAX theatres. The IMAX release generated \$9.8 million from 181 IMAX(R) theatres domestically during the opening weekend from Friday, May 7 through Sunday May 9, setting a new record for a 2D IMAX opening weekend. The IMAX release posted a domestic per screen average of approximately \$54,000 and represented approximately 8% of the film's total domestic cume of \$130 million on less than 2% of the screens. Internationally, the IMAX release generated approximately \$1.5 million during the weekend, bringing the international IMAX total to \$4.7 million and the worldwide IMAX total to \$14.5 million.

"Our theatres were at near-capacity during opening weekend, and we're looking forward to a strong performance throughout the entire IMAX run," said IMAX CEO Richard L. Gelfond. "Jon Favreau, Marvel and Paramount have delivered a highly entertaining, fun-filled action movie for fanboys and families alike -- one that is ideally suited to IMAX and the event-like element we add to a great title."

"Word of mouth about the IMAX release is continuing to build, and the weekend results demonstrate that whether a film is in 2D or 3D, moviegoers are seeking out the premium IMAX experience," added Greg Foster, Chairman and President of IMAX Filmed Entertainment. "Iron Man is a fantastic franchise that we believe has a great future, and we're delighted to kick off our summer slate with such an incredible film."

Based on Marvel's iconic Super Hero and the screenplay by Justin Theroux, Iron Man 2 continues the story of the 2008 summer box office blockbuster Iron Man, the first feature film to be produced independently by Marvel Studios. The first film in the franchise has grossed over a half billion dollars worldwide at the box office.

#### About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics). Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world, including feature films, consumer products, toys, video games, animated television, direct-to-DVD and online. For more information visit [www.marvel.com](http://www.marvel.com).

#### About IMAX Corporation

IMAX Corporation is one of the world's leading entertainment technology companies, specializing in immersive motion picture technologies. The worldwide IMAX network is among the most important and successful theatrical distribution platforms for major event Hollywood films around the globe, with IMAX theatres delivering the world's best cinematic presentations using proprietary IMAX, IMAX(R) 3D, and IMAX DMR(R) technology. IMAX DMR is the Company's groundbreaking digital re-mastering technology that allows it to digitally transform virtually any conventional motion picture into the unparalleled image and sound quality of The IMAX Experience(R). The IMAX brand is recognized throughout the world for extraordinary and immersive entertainment experiences for consumers. As of March 31, 2010, there were 438 IMAX theatres (316 commercial, 122 institutional) operating in 47 countries.

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The IMAX Corporation logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6469>

#### About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE:VIA) (NYSE:VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.

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